

# Cherry Avenue Small Area Plan

## Community Think Tank

February 15<sup>th</sup> @ 6pm

### Meeting Notes

#### Meeting Objectives:

- Prepare for the March Open House event

#### Attendees:

##### Think Tank Members

Frank Bechter  
Mohammed Eitta  
Willow Gale  
Alisa Hefner  
Brooks Hefner

Sarah Malpass  
Nancy O'Brian  
Rydell Payne

##### TJPC Staff

Will Cockrell  
Nick Morrison

#### Discussion:

Nick provided an update on the March 18<sup>th</sup> event, saying that he secured a space at Bufford Middle School for that date. He also discussed a meeting with the City's Neighborhood Development Department, where staff updated the City on this effort. He also talked about setting up a Google Drive for the Think Tank to share materials.

Nancy asked for clarity on the mission of the Open House event.

Nick said that one purpose would be to officially kick-off the public outreach process.

Will said that the mission is diverse. It could serve as an opportunity for a therapy session in the process, to air issues that have been long brewing in the community. The meeting can help to identify the community's values. It could define: where the community has been; what should be preserved; what or if something could be brought back; and, if something lost could be honored.

Frank liked the idea of a panel discussion, to give some structure for the event.

Alisia discussed if there was a way for the community to move on from some of their pain. She talked about a rapper (Bernard) who was involved with another community event.

Willow said to keep the Jefferson School contact in mind.

Frank said there could be more buy-in from Council if the Mayor was at the event.

Willow said that the event should help empower people and show how their stories feed into something productive.

[Nick started written ideas on the blackboard]

Willow said to include an exercise where the facilitator asked people to stand, based on how long they have lived in the community. This would help honor the people who have lived in the community for several decades.

Alisia said this could include people who had parents and grandparents who lived in the community.

There was discussion on branding the Open House as the March History event. There was also discussion on how to record the stories from residents.

Nancy talked about having people to record the stories, once the flood gates open and people start speaking freely about their experiences.

Willow said there needed to be some structure to the recordings.

Nancy talked about the need for field marshals for engaging people to tell stories.

Brooks said there could be a panel discussion, then break outs for people to tell their stories.

Alisia said the groups could be broken up into:

- Where have we been
- What should be preserved
- What or if anything could be brought back
- What can be honored

She said that people engage in different way. People could use thought bubble stickers to record stories on a map.

Frank reiterated the need for a purpose statement for this meeting, to help engage people.

Willow reiterated how the attendees need to be and feel empowered.

Alisia started to outline the event agenda:

- Viewing of maps and materials
- Opening/Kick-off
- Poll the audience for how long they have lived in the neighborhood
- Panel discussion and video clip
- Bernard to reframe what was said
- Break out into stations
- Bernard to reframe what was said in the break outs
- Recap next steps

Frank said there would need to be several microphones. He has some that could be used. Will mentioned that the City could provide several.

There was discussion of how the event needed to be recorded for future presentations.

Frank said to give the community something to respond to – lighting rod issues.

Sarah said to give new residents something to learn about their community.

Nancy said there needed to be a way for people to sign up to do something – not just a sign-in sheet.

Frank said that people could sign up to be interviewed, as a follow up to the event.

Mohammed also said there needed to be action items for attendees for what they can do to help and get involved.

Willow said to ask attendees who they know who is not at the event, so we can follow up with them later.

Sarah recommended to give Carmelita time to speak.

Mohammed said to prepare a story that would set the tone for other story-telling.

Rydell said there should be a co-facilitator from the community and ground rules set for the event.

Sarah mentioned that people should be careful using the word “civility” when speaking of ground rules.

Brooks asked how we are getting people to the event.

Frank said to get the City to send out mailers.

Brooks mentioned banners over the sign on Cherry Avenue.

Rydell said that the most effective way is to ask people, in person, to attend the event.

Frank said this could be like a “get out the vote” effort.

Sarah said to work with the congregations.

Mohammed said that their Boy Scouts group would help get the word out.

Willow suggested a press release.

Rydell said to make an announcement to City Council.

Willow asked who should be on the panel.

Will said that the group could determine that in follow up emails.

Frank said that the event must be framed correctly – framing, framing, framing

Brooks said that it must be community driven.

Stations / (Framing) [Be clear how info will be used?]  
What's there? Activity Engage (maybe dots)

- Missing - quotes from residents
- Brought Back - video of Fiveville
- Honored - celebrating h. story
- Reaction - library podcast
- Information - ville weekly article series

- photo collection / oral history

- Gallery - view maps
- Opening / Kickoff
  - ↳ poll audience
- Panel / Video Clip
  - ↳ Bernard
- Stations
  - ↳ Bernard
- Recap Next Steps
  - ↳ Volunteer - Better Block - who is missing?

\* engage all groups

\* role for Carmelita  
\* record oral histories in break out spaces after formal meeting